

CHECKLIST

Process	Task	Completed	
Complete the course	Watch/read all lectures and download and read associated PDF where applicable		
Register as a seller	Register as an Individual or Professional seller (make your decision after studying the course) on the Amazon marketplace of your choice		
Verify seller account if requested	If Amazon asks you for documentation to verify your address/identity, comply with their request right away		
Choose your first product	Follow the lectures on choosing a product to sell		
Understand barcodes	Watch or re-watch the video about 'UPC codes and more' and read the associated handout carefully (do not skim through it!)		
Decide on your private labeling option	Watch or re-watch the lecture on private labeling and decide how you want to proceed with your first product		
Find a supplier	Source a supplier for your first product		
Calculate your profit	Work out your approx. profit and make sure you can get a return on investment. If not, source a different supplier, or choose a different product to sell		
Get an EIN or EORI	Depending on where you are shipping to, you may need one. Refer to the lecture in the 'Important Lessons' section		
Place an order	Place the order with your chosen supplier		
Create your listing in seller central	Create your product listing using your new UPC code and following the course lectures		
Set up your incoming shipment	Watch or re-watch the lecture on sending your products to FBA and the lecture on Shipping & Labeling. Then, if you are ready, set up your incoming shipment		
Kickstart your sales	Follow the lectures to start getting your listing off the ground and moving up the rankings		
Run sponsored ads (optional)	Run Amazon PPC sponsored ads if you choose to (Professional seller account only)		

